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## Scott Moskowitz

Entrepreneur with moxie

Miami/Fort Lauderdale Area | Computer Software



Current Blue Spike, Inc., Wistaria Trading, Inc.  
Previous Sony Corporation, Tokyo, Japan  
Education University of Pennsylvania

Send InMail

354 connections

[www.linkedin.com/in/smoskowitz](http://www.linkedin.com/in/smoskowitz)

Contact Info

### BACKGROUND

#### SUMMARY

A hi-tech Executive fluent in Japanese and experienced in new business creation, sales/marketing, strategic planning, start-ups, import/export and people management and development. Operationally skilled, creative, technically savvy, team oriented senior manager who delivers form and substance (and maybe a few run-on sentences).

Specialties: An open mind.

Intellectual property (particularly, patents & copyrights), new business development & execution, mechanics of standards-setting bodies & licensing efforts, Japanese market & distribution channel strategy, identity & recognition management, hard equity & mortgage lending practice.

#### EXPERIENCE

##### Founder & CEO

Blue Spike, Inc.

November 1997 – Present (15 years 5 months)

The idea for Blue Spike came about while still an undergraduate following his experience at Sony Corporation in Japan. Mr. Moskowitz sought to better define a means for protecting digital media content such as music, video and images. He coined the term "digital watermark" as a means for securely creating "responsibility for digital copies," which led to the writing, filing and receipt of over 70 U.S. and International patents, with several dozen pending. Successfully produced a DoD/SBA "SBIR" submission based on software deployments and public sector communications. Mr. Moskowitz has been active in promoting intellectual property protection and has been an invited speaker at "RSA", "ANSI", "CFP", "ACSAC", "DDMI", Museum of Modern Art ("MOMA"), U.S. Library of Congress, and other forums worldwide. Mr. Moskowitz penned the Introduction to the groundbreaking resource on digital rights management ("DRM"): Multimedia Security Technologies for Digital Rights Management.

5 recommendations, including:



**Cyrus Shaoul**

Post-Doctoral Fellow at Universität Tübi...

View



**ERIC ALEXANDRAKIS**

Composer/Musician at Minoan Music [m...

View

[3 more recommendations](#)

##### Founder & CEO

Wistaria Trading, Inc.

September 1991 – Present (21 years 7 months)

Sales & marketing consultancy and agent for US and European exports to Japan. Exemplary projects: developer of the "hearts on fire" diamond brand (yes, that "hearts on fire" campaign); agent for US

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### PEOPLE ALSO VIEWED



**Randall Garteiser**

Partner at Garteiser Honea, P.C.



**Brett Fasullo**

Vice President of Sales at Falcon IP/Complete



**Michael Gruber**

Company Builder, Investor, and Board Member



**Jared Goldstein**

Student at University of Miami



**Marc Cooperman, CFA**

Managing Partner, Wildwood Holdings, LLC



**Paul Sandelin**

Pres. at P&L Marine Service Inc. Arneson Specialist



**Durin Gleaves**

Product Owner - Professional Audio Tools at Adobe Systems, Inc



**Norman Hardy**

Computer & Network Security Consultant and Contractor



**Michalene Casey**

Graphic Design Professional



**Robert Liu**

Entrepreneur in PRC

Account Type: Basic | Upgrade

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People



Advanced

Stateside: represented Japanese vendors in negotiations, management and maintenance of US-based partners. Specific market experience available on request.

### Apprentice/Intern

Sony Corporation, Tokyo, Japan  
June 1990 – August 1990 (3 months)



First undergraduate Intern for Sony Corporation in Japan. Formulated and designed a strategy to enter U.S. high-definition TV market. Created business plan for improving monitor device top & bottom line performance. Needless to say, these plans were the subject of intense scrutiny concerning internationalization and specific target market strategy.

### LANGUAGES

**Japanese**

### PROJECTS

#### Jared Dylan - In Panic EP

2010 – Present

<http://www.youtube.com/watch?v=TVz2B8RTG1w&feature=plcp>

<http://www.youtube.com/watch?v=isvWY7iNHQ&feature=context-chv>

► 6 team members, including:



**Scott Moskowitz**  
Entrepreneur with moxie



**Jared Goldstein**  
Student at University of Miami



**Jerry D. Goldstein**  
Goldstein Vespi, LLC



Anthony J. Resta

### SKILLS & EXPERTISE

Most endorsed for...

9 Start-ups



6 Entrepreneurship



5 New Business Development



2 Digital Media



2 Business Planning



2 E-commerce



1 Multimedia



1 Licensing



1 Product Development



1 Strategic Planning



Scott also knows about...



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## EDUCATION

### University of Pennsylvania

Baccalavrei Artivm, Political Science, Oriental Studies - Japanese  
1986 – 1991

### University of Pennsylvania - The Wharton School

BSE/BA, Finance, Political Science & Japanese  
1986 – 1991

Activities and Societies: [ZBT](#)

### International Christian University

1989 – 1990

### Obirin College, Machida, Japan

Japanese Business & Society Program  
1988 – 1988

Activities and Societies: [Introduction to Japanese Society and homestay.](#)

## ADDITIONAL INFO

### Interests

Space & time (yours & mine) ... see my photographs on Flickr at > <http://www.flickr.com/photos/digitalshaman/> ... become a fan of "Terra the Blue Marble" on Facebook

### Advice for Contacting Scott

e-mail is best with some specifics of the reason for your inquiry.

## HONORS & AWARDS

Series 7 & 63 (1987)  
Mortgage Broker License (FL) (2006-2010)  
Mortgage Brokerage Business License (FL) (2009-2010)

## ORGANIZATIONS

[Senior Member - IEEE, ACM, SPIE](#)

## RECOMMENDATIONS

Given (4)

Account Type: Basic | Upgrade

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Advanced

business development in general. Her international experience is a compliment to her solid analytics.

August 3, 2006, Scott was with another company when working with Lynn at Bertelsmann



**Jarret Adams**

Technology Writer

“ Jarret writes with an emphasis on balanced and persuasive arguments common to great communicators.

August 2, 2006, Scott was Jarret's client



**Cyrus Shaoul**

CEO

“ Having known Cyrus since our days in Japan, it is difficult to put in words the depth and breadth of creativity and effectiveness he exerts in every endeavor. Any project involving Cyrus will be immensely benefited by his input.

July 12, 2006, Scott was with another company when working with Cyrus at Tomigaia Inc



**Brett Fasullo**

Owner

“ A highly motivated and energetic team builder, creative project leader and all-around solid business development professional. I always enjoy working with Brett!

July 6, 2006, Scott was with another company when working with Brett at Surreal Records Multimedia

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